

Clinique Social Media Legal Guidelines

TeamClinique values our relationship with you and encourages full transparency with your followers. We remind you to clearly disclose when you post anything about Clinique Products, Services or Brand information. Please include the disclosure in every post.

The following three topics will help ensure your Clinique posts comply with Clinique and government requirements.

DISCLOSE

As an important face and voice of our Brand, and you are encouraged to promote them as long as you disclose your affiliation. How you disclose can depend on the platform, but the disclosure should be clear and always include the appropriate **hashtag(s)** in your posts:

#CliniqueConsultant – for Clinique Consultants **in every post**

#CliniqueEmployee or **#CliniqueTeam** – for direct Clinique Employees

#ELCFamily—for Employees of The Estee Lauder Companies or any of its brands

Note:

If you are a Clinique Consultant who is directly employed by Clinique, then you would use **both** #CliniqueConsultant **and** #ELCFamily, #CliniqueEmployee or #CliniqueTeam. If you are not directly employed by Clinique, you can just use #CliniqueConsultant.

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HOW TO DISCLOSE

Disclosure must always be **prominent and in every post**. (Platform disclosure tools may be used **but are not sufficient disclosure by themselves**.) Disclosure can take many forms depending on the context of the content: Hashtag; Verbal Statement, Written Statement.

1. When using hashtags listed above to disclose (e.g., on Instagram, Twitter), disclosure **must be the 1st hashtag**, and it **must be able to be seen in the post without having to click “more” to see it**.
2. For longer posts (e.g., blogs, Facebook), disclosure must be a written statement in the first sentence of the post. The hashtag **must appear before the first sentence**.
3. **On Tik Tok**, the disclosure of the appropriate hashtag (e.g., #CliniqueConsultant, #CliniqueTeam or #ELCFamily) **must be at the beginning of the caption**.
4. Video Disclosure:
 - “Traditional” Video (e.g., YouTube):
 - Disclosure **must appear both before consumer clicks to view** a video (e.g., top of description box before needing to click “more”) **and at beginning of video itself**.
 - Disclosure **must appear as a super-title because videos can be viewed without sound**. In addition, it may also be spoken.
 - “24 Hour/Live” Video/Stills (e.g., Instagram Stories/Snapchat):
 - Disclosure **must appear as a super-title** (it may also be spoken at the beginning).
 - Disclosure **must appear periodically throughout any lengthy video**.
5. Livestreaming disclosure must be made verbally **both at the beginning** and then **periodically during the stream**.

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PROTECT

Always respect trademark, copyright, rights of publicity and privacy laws and other third-party rights. This caution applies specifically (but not exclusively) to the use of music in video posts. We must ensure that we do not use any unlicensed music, photos, videos or third-party products, so please refer to the basic consideration list below.

1. When reposting Influencer content, **ensure you have permission from the Influencer.**
2. Ensure you **have permission from every individual that appears in any post** or repost (e.g., Right of Publicity).
3. Ensure that you **have permission from the individual that took the photo or made the video** (e.g., copyright in the photo/video) included in any post or repost.
4. Ensure that you are **not infringing on any third-party's products or trademark rights or copyright (including music).**

IMPORTANT NOTE ON MUSIC

Music should not be included in ANY posts whatsoever unless you have been given specific authorization from Clinique to use a specific music file. This includes "royalty-free" music. Why? There is no way to confirm that music obtained from "Royalty-Free" sites is completely free of copyright protection.

To protect yourself and Clinique/ELC, do not include any music whatsoever in any of your Clinique, or ELC brand-related posts unless you have been given specific authorization from Clinique to use a specific music file.

Any Clinique or ELC brand-based content you may have already posted that does contain music **should be immediately taken down and archived.**

Note on Tik Tok:

While the Tik Tok platform does have a music catalogue (<https://ads.tiktok.com/business/creativecenter/music/pc/en>) that is approved to include in Tik Tok content, **you cannot repost that content on any social media platform outside of Tik Tok** (e.g., we cannot post the same content with the same song on any other social channel).